Americans love eating out. However, with expectation varying from person-to-person based on so many factors, it can be a struggle for restaurateurs and operators to meet every hungry customer's demands.

To help you improve customer experience and loyalty and develop winning strategies, Fourth surveyed 1,000 ravenous Americans who dine out in all corners of the country. They are casual diners, fine diners, on-the-go moms and dads, and everything in between. If they love dining out – or enjoy having their favorite food delivered to their doorstep – you'll find them here.

More than 56% of those who eat out will do so at least 2-3 times per week - including in-restaurant dining and ordering food to go.

$95
$75
$53
$48
$42

**Average Weekly Dining and Takeout Spending:**

<table>
<thead>
<tr>
<th>Weekly</th>
<th>Dining Spend</th>
<th>Takeout Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 25-34</td>
<td>$82</td>
<td>$44</td>
</tr>
<tr>
<td>35-44</td>
<td>$69</td>
<td>$33</td>
</tr>
<tr>
<td>18-24</td>
<td>$201</td>
<td>$95</td>
</tr>
<tr>
<td>45-54</td>
<td>$72</td>
<td>$33</td>
</tr>
<tr>
<td>55+</td>
<td>$61</td>
<td>$33</td>
</tr>
</tbody>
</table>

**Regional Average Weekly Spend:**

- **American Weekly Spend:** $60
- **Southwest:** $95
- **Southeastern:** $75
- **Northeastern:** $72
- **Western:** $61
- **Midwestern:** $33

Americans with an income between $50,001 - $60,000 eat out the most, 3.98 times per week.

47% say food quality is the most important factor when selecting a restaurant, followed by 53% who say food is of good quality, 44% who say the service is good, and 35% who say the menu variety is good.

**Gen Z and Millennials** (inclusive of those 18 to 34), are more likely to choose restaurants based on their reputation for sustainability efforts.

40% or more of every income bracket from $500 to $80,000+ said good service was key to choosing their dining option.

79% of respondents that said seeing nutritional info like calories, allergens, proteins, etc. listed on the menu affects what they order.

13% of men care more about dietary options (gluten-free, vegan, low-calorie) than women.

Those in the Midwest cared the least about dietary options, compared to those in the Southeast.

15% of 18-34-year-olds care the most about dietary options compared to those 55+.

When Americans Get Food Delivered from a Restaurant, They Use...

- Uber Eats: 31%
- DoorDash: 27%
- In-house delivery service: 29%

**Took too long to receive an order:**

- 35% of customers

**Price of meal too high / Order was wrong:**

- 34% of customers

**Inadequate staff / Overstretched server:**

- 25% of customers

**Took too long to be seated:**

- 25% of customers

**Took too long to get the bill / Order was sold out:**

- 20% of customers

The Menu Matters

**Regional, Sex and Age Menu Considerations:**

- **Regional:**
  - Southwest: 37%
  - Southeastern: 33%
  - Northeastern: 32%
  - Western: 31%
  - Midwestern: 28%

- **Sex:**
  - Men care more about dietary options (gluten-free, vegan, low-calorie) than women.

- **Age:**
  - 18-34-year-olds care the most about dietary options compared to those 55+.

**Americans Turn to Friends and Social Media to Find New Restaurants**

**Third-Party Services Are on the Rise**

Americans turn to friends and social media to find new restaurants.

**Income and Dining Frequency**

Families and sports teams spend more when dining out. In the Northeast, families and sports teams spend more on dining than people in any other region, up to $105.

**Families:**

- 34% more expensive

**Sports teams:**

- 40% more expensive

**REQUEST A DEMO**

Fourth's end-to-end hospitality operations platform enables operators to seamlessly integrate data across their technology ecosystem and effortlessly create mobile dashboards that deliver insight and analytics to meet their specific business objectives, leading to quicker and better business decisions.

You can also leverage Fourth to retain staff by keeping them engaged. Fourth's unique engagement solution gives you the simplest, most reliable way to connect with and motivate your staff. To see it all in action, schedule a demo, today.